DOCUMENT RESUME

ED 256 426 JC 850 202

AUTHOR Friedlander, Jack; Gocke, Sharon
TITLE Results of the Fall 1984 Survey of Napa County Residents.
INSTITUTION Napa Valley Coll., Napa, CA.
PUB DATE 18 Jan 85
NOTE 21p.
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Adults; *Community Attitudes; Community Colleges; Community Surveys; *Educational Attitudes; *Individual Characteristics; *Institutional Evaluation; Questionnaires; Two Year Colleges

ABSTRACT

In November 1984, a random sample of Napa County residents was asked to complete a survey concerning the educational programs of Napa Valley College (NVC) to determine the extent to which NVC was meeting the county's educational needs. The survey was completed by 207 of the 400 community members in the sample. Study findings included the following: (1) 76% felt that NVC was doing a "good" or "excellent" job of serving the residents of Napa County and 89% felt that the quality of education provided by the college was "good" or "excellent"; (2) 70% of the respondents indicated that either they or a member of their household had enrolled in an NVC course or program in the last 5 years; (3) 86% of the respondents who had attended NVC were no longer enrolled for reasons including lack of time (32%), interested only in selected courses (20%), and had graduated/transferred (18%); (4) all of the individuals who had attended NVC reported that their participation in the college's classes had helped them in one or more of 11 areas of achievement covered on the survey; (5) residents said they learned about NVC through brochures mailed to their homes (72%) and through the class schedule (56%); and (6) 30% of the respondents indicated that they would be interested in taking a course at NVC in the next year, with most expressing interest in business, accounting, computer software, art, photography, and language classes. The questionnaire is included. (Author/AYC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED256426

RESULTS OF THE FALL 1984 SURVEY OF NAPA COUNTY RESIDENTS

by

Dr. Jack Friedlander
Director of Resource and Program Development

and

Dr. Sharon Gocke
Instructor - Humanities, Philosophy, ESL

A Project of NAPA VALLEY COLLEGE

January 18, 1985

JC 850 202

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

J. Friedlander

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☒ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

EXECUTIVE SUMMARY

RESULTS OF THE FALL 1984 SURVEY OF NAPA COUNTY RESIDENTS

Dr. Jack Friedlander and Dr. Sharon Gocke

In November 1984 a random sample of Napa County residents were asked to complete a two-page survey concerning the educational programs of Napa Valley College. The survey was completed by over one half of the 400 residents who were asked to participate in the study. The characteristics of the residents in the sample closely resembled those of the population of Napa County.

The major reason for conducting this study was to determine the extent to which Napa Valley College was meeting the educational needs of the residents of Napa County. The results of this survey demonstrate that Napa Valley College is doing an excellent job in serving the residents of the county. In addition to addressing the educational needs of the community, the overwhelming majority of the participants in this study rated the quality of education provided by the college as good or excellent.

Seven in ten of the respondents to the survey noted that either they or a member of their household had enrolled in a Napa Valley College course or program in the last five years. Most of these individuals noted that they and/or a member of their household were satisfied with their educational experiences at Napa Valley College and that participation in college courses had helped them in their career and/or personal development.

Over one half of the former students who stopped attending classes at Napa Valley College did so because they had achieved their educational objectives. Lack of time was cited by close to one third of the former students for discontinuing their studies at the college. Lack of sufficient funds was not a major reason given by former students for leaving college.

Nearly all of the residents said that they knew someone other than themselves who had taken part in a course or program at Napa Valley College in the past five years. Over 40 percent of these individuals indicated that the college had helped someone they knew to increase their chances for qualifying for a job, to improve the likelihood that they would receive a salary increase, to expand their knowledge and skills in one or more subject areas, and to advance in their personal growth and development.

Brochures and class schedules mailed to the home were the most common means by which community members learned about programs offered by the college. Next to direct mail to the home, articles and announcements in area newspapers were the major means by which residents 23 years of age and older found out about college programs, while adults under the age of 23 received their information about college offerings from friends and relatives.

Seven in ten of the residents who participated in this study indicated that they may be interested in taking classes offered by Napa Valley College in the next year. The highest percentage of the community members who expressed interest in attending classes at the college was found among the 18 to 22 year olds; the lowest interest was found among those 61 years of age and older. Over 40 percent of the community members in the 31-to-60-year-old age bracket said that they were not sure whether or not they would be interested in taking a class offered by the college in the next year.

When asked to indicate the most likely reason they might enroll at Napa Valley College, close to one half of the residents cited personal growth and interest. One half of the 18 to 22 year olds noted that the major reason they would attend Napa Valley College would be to prepare to transfer to a four-year college or university. A sizable number of citizens between the ages of 23 and 40 would attend college to improve their present job-related skills, and well over half of those 41 years of age and older would attend college for personal growth and interest.

With few exceptions, the courses Napa County residents indicated they would be interested in attending were already being offered by the college. In many instances, individuals expressed interest in taking a particular course, but their motives for wanting to take that course were quite different. For example, among those individuals who said they were interested in taking a course in photography, nearly half would do so for reasons of personal development, and half would take courses in this subject area in order to prepare for or advance in a career.

There is a sizable number of adult residents in Napa that may be interested in attending Napa Valley College but, for a variety of reasons, are not doing so at the present time. Suggestions on how the college can encourage these individuals to pursue their educational interests include the following: offering short-term classes (fewer than ten weeks), increasing the number of Saturday classes, and sending brochures and pamphlets to residents which describe courses and programs.

The major conclusion of this study is that Napa Valley College is doing an excellent job in serving the diverse educational needs of Napa County residents.

RESULTS OF THE FALL 1984 SURVEY OF NAPA COUNTY RESIDENTS

In November 1984, a random sample of Napa County residents were asked to complete a two-page survey concerning the educational programs of Napa Valley College. The survey, which was completed by over one-half of the Napa County residents to whom it was sent, was designed to provide college staff members with answers to the following questions:

- How well is Napa Valley College serving the residents of Napa County?
- Are there educational needs that the citizens of Napa feel the college should be attempting to meet but is not meeting at the present time?
- What are community members' perceptions of the quality of education provided by Napa Valley College?
- What percentage of the households in Napa County have had one or more members attend Napa Valley College in the past five years? How satisfied were these former students with their educational experiences at Napa Valley College?
- In what ways do former students feel their participation in Napa Valley College courses has helped them in their personal and career development?
- How do Napa County residents learn about programs offered by the college?
- Are there differences in the educational needs of community members in different age groups?

Answers to these and related questions are presented in this report. Implications of this study regarding Napa Valley College's vision of educational services to the residents of Napa County are also discussed.

METHOD

Development of the survey. A two-page questionnaire was used to gather information for this study. The survey, which contained 16 questions, was developed by members of Napa Valley College's Accreditation Steering Committee. The primary reason for conducting this study was to gain insights into how well the college was meeting the educational needs of the community. A copy of the Fall 1984 Survey of Napa County Residents used in this study is reproduced on pages 14 and 15 of this report.

Procedures. In order to have a sample that was representative of a population the size of Napa County (100,000 people), two conditions had to be met: (1) a random sample of at least 385 residents had to be selected, and (2) completed surveys had to be returned to the college by over one half of the residents asked to participate in the study. It was decided that 400 Napa County residents would

be invited to participate in this survey. Since there are approximately 42,840 names listed in the white pages of the February 1984 Napa Valley telephone book and 400 residents needed to be sampled, every hundredth name was selected for inclusion in this study. Only names that included both the address and telephone number of the residents were selected. The address was needed for mailing the survey; the telephone number for subsequent contact of those individuals who did not complete the survey mailed to their homes.

A total of 222 of the 400 community members in the sample returned the survey. This represents a response rate of 56 percent. Of the surveys returned, 207 were completed, eight contained notes to the effect that the person was too old or too ill to complete the survey, and seven individuals said they were new to the community and did not feel they had adequate information to respond to the survey. Therefore, the results presented in this report are based on the responses to the 207 surveys that were completed.

Is the sample representative of the population of Napa County? This question can be answered by comparing the age, sex, and ethnic backgrounds of the individuals who answered the community survey with those of the adult (18 years and older) population of Napa County. These comparisons, which are presented in Table 1, demonstrate that with respect to age, sex, and ethnic background, the demographic characteristics of the sample closely resemble those of the adult population of Napa County. This high degree of correspondence indicates that, by and large, the answers to the survey items provided by the random sample of community members who completed the survey reflect those of the adult population of Napa County.

TABLE 1

Characteristics of the Survey Respondents Compared with Those of the Population of Napa County

Background Characteristics		Survey Participants (N = 207)	Napa County Population (N = 100,000)
SEX	Male	47%	48%
	Female	53%	52%
AGE	18-22	8%	10%
	23-30	14%	14%
	31-40	23%	20%
	41-50	13%	13%
	51-60	13%	12%
	60 and over	29%	29%
ETHNIC BACKGROUND	White	83%	87%
	Non-white	17%	13%

RESULTS

How good a job is Napa Valley College doing in serving the residents of Napa County? Respondents to the survey were asked to indicate how well Napa Valley College was serving the residents of Napa County. As shown in Table 2, all but five percent of the citizens felt that the college was doing a satisfactory job or better in meeting the educational needs of the community. In fact, over three fourths of the residents rated the college's service to the community as good or excellent.

TABLE 2

How Well Do You Feel Napa Valley College Is Serving the Residents of Napa County?

Excellent/Good	76%
Satisfactory	19%
Somewhat Satisfactory	4%
Poor	1%

Are there educational needs in Napa that the college should be attempting to meet but is not doing so at the present time? Although the vast majority of participants in this survey felt that the college was doing a good job in serving the residents of Napa County, 31 percent indicated that there were educational needs in Napa that the college should be attempting to meet but is not meeting at the present time. When asked to identify the educational needs they felt were not being adequately addressed, respondents to the survey listed a wide variety of subject areas in which they felt the college should be offering more courses. Computer studies and viticulture were subject areas in which respondents felt there should be a greater number of offerings. The only other suggestion made by four or more of the community members concerned the need for better and more accurate counseling.

TABLE 3

Are There Educational Needs in Napa County That You Feel Napa Valley College Should Be Attempting to Meet, but Is Not Meeting at the Present Time?

Yes	31%
No	69%

How do Napa County Residents rate the quality of education provided by Napa Valley College? When asked to evaluate the quality of education provided by Napa Valley College, 76 percent of the respondents rated it as good or excellent, 9 percent felt it was fair or poor, and the remaining 15 percent of the survey participants did not feel they had adequate knowledge of the institution to

offer an opinion. Of those who had an opinion, 89 percent of the community members felt that the quality of education provided by Napa Valley College was good or excellent.

TABLE 4

How Would You Rate the Quality of Education Provided by Napa Valley College?

	Excellent/Good	Fair/Poor
Total Sample	89%	11%
By Age Group		
18-22	69%	31%
23-30	85%	15%
31-40	89%	11%
41-50	87%	13%
51-60	89%	11%
61 and Above	98%	2%

As shown in Table 4, the 18 to 22 year olds were the only age group in which a sizable percentage (31%) of the community members polled rated the quality of education provided by the college as fair or poor. This finding is surprising in that a greater percentage of individuals in this age group as opposed to those in the older age categories indicated that their participation at Napa Valley College contributed positively to their career and personal development. Nevertheless, it is important to ascertain why such a relatively high percentage of the 18 to 22 year olds have this somewhat negative perception of the college since about 30 percent of the college's credit students are drawn from this age group.

What percentage of Napa County residents have enrolled in a Napa Valley College course in the last five years? Seven in ten of the respondents to the survey noted that either they or a member of their household had enrolled in a Napa Valley College course or program in the last five years. As illustrated in Table 5, minorities were slightly more likely than non-minorities to have had a member of their household attend the college in the last five years. The information presented in Table 5 also demonstrates that the college is serving residents from all income groups.

TABLE 5

Have You or a Member of Your Household Enrolled in a Napa Valley College Course or Program in the Last Five Years?

	Yes	No
Total Sample	70%	30%
Ethnic Background		
White	69%	31%
Non-white	72%	28%
Income Range		
Under $20,000	69%	31%
$20,000-29,999	74%	26%
$30,000-49,999	65%	35%
$50,000 and Over	77%	23%

How satisfied were the former students with their educational experiences at Napa Valley College? Seventy-eight percent of the participants in this survey reported that they and/or a member of their household were satisfied with their educational experiences at Napa Valley College. An additional 19 percent of the former students rated their experience at the college as somewhat satisfactory.

TABLE 6

How Satisfied Were You or a Member of Your Household with Your Educational Experiences at Napa Valley College?

Satisfied	78%
Somewhat Satisfied	19%
Dissatisfied	3%

What reasons did former students have for leaving Napa Valley College? Of the residents who attended Napa Valley College in the past five years, 86 percent were no longer enrolled. When asked why they had stopped attending classes at the college, 32 percent of the former students cited lack of time. Other reasons given for leaving Napa Valley College included the following: only interested in selected courses (20%), had graduated/transferred (18%), and had achieved educational objective (13%). Taken together, these latter three reasons indicate that over half (51%) of the former students who stopped attending classes at Napa Valley College did so because they had achieved their educational objectives.

TABLE 7

What Was the Major Reason Why You Did Not Continue Attending Classes at Napa Valley College?

Lack of time	32%
Only interested in selected courses	20%
Graduated/transferred	18%
Achieved my educational objective	13%
Medical problems	7%
Disappointed with my experience at NVC	5%
Lack of money	2%
Other	3%

There were substantial differences among members of the various age groups in the reasons they had for discontinuing their studies. Students in the 18 to 22 age group were more likely than those in the older age categories to have left the college for reasons of graduation or transfer or because they were disappointed with their experience at the college. Close to one half of the former college students in the 23 to 40 year age groups checked "lack of time" as the major reason why they stopped attending Napa Valley College. The most common reason given by former students over the age of 50 for discontinuing their studies at the college was "only interested in selected courses."

In what ways have community members benefited from their participation at Napa Valley College? Participants in the survey were asked to indicate whether or not the courses they attended at Napa Valley College had helped them make progress in each of the areas of educational attainment listed in Table 8. These self-reported gains can be regarded as an indication of the extent to which these individuals believed they achieved important objectives of college education.

TABLE 8

Percentage of Former Students Who Felt that Their Participation in Napa Valley College Courses Helped Them Achieve Various Educational Objectives

Improved knowledge and skills related to job	37%
Increased chances to qualify for a job	29%
Increased chances for a job promotion	23%
Improved chances for a salary increase	25%
Increased knowledge and skills	63%
Increased knowledge for personal development and growth	59%

TABLE 8 (continued)

Increased skills used in recreation and leisure activites	39%
Increased understanding of oneself	33%
Increased appreciation of cultural activities	25%
Strengthened skills in getting along with other people	14%
Helped become a better parent	7%

An important finding of this study was that all of the individuals in the sample who had attended Napa Valley College reported that their participation in the college's classes had helped them in one or more of the eleven areas of achievement covered on the survey. A high percentage of the residents reported that their participation in Napa Valley College courses had increased their knowledge and skills (63%), contributed to their personal growth and development (59%), increased their skills used in recreation and leisure activities (37%), improved their knowledge and skills related to the job (37%), and increased their understanding of themselves (33%). Over 20 percent of the former students noted that their participation in Napa Valley College courses helped increase their chances to qualify for a new job (29%), improved their chances for salary increases (25%), increased their appreciation of cultural activities (25%), and increased their chances for a job promotion (23%).

Participants in this study were also asked to respond to each of the educational benefit statements with respect to someone they knew (other than themselves) who attended Napa Valley College. Table 9 shows the percentage of those community members who knew someone who attended Napa Valley College and who felt that the college had helped that person achieve an educational objective covered by this survey.

TABLE 9

Percentage of Residents Who Felt that Napa Valley College Had Helped Someone They Know Achieve Various Educational Objectives

Improved knowledge and skills related to job	50%
Increased chances to qualify for a job	55%
Increased chances for job promotion	38%
Increased chances for a salary increase	44%
Increased knowledge and skills	59%
Increased knowledge for personal development and growth	44%
Increased skills used in recreation and leisure activities	35%
Increased understanding of oneself	28%
Increased appreciation of cultural activities	25%
Strengthened skills in getting along with other people	19%
Helped become a better parent	17%

Nearly all of the residents said they knew someone other than themselves who had taken part in a course or program at Napa Valley College in the past five years. The areas in which the greatest number of community members felt the college had helped someone they know were related to preparing for, and advancing in, a job. Forty percent or more of the Napa County residents indicated that the college had helped someone they know to increase their chances to qualify for a new job (55%), improve their job-related knowledge and skills (50%), improve their chances to receive a salary increase (44%), and increase their chances for a job promotion (38%).

How do Napa County residents learn about programs offered by Napa Valley College? Napa County residents were asked to indicate how they learned about the educational courses, programs, services, and facilities offered by Napa Valley College. As shown in Table 10, over one half of the residents said that they learned about educational programs offered by the college through brochures mailed to their homes (72%) and through the college class schedule (56%). It is likely that many of the individuals who completed this survey regarded the class schedule as a brochure and checked the response category "Brochures mailed to your home." Nevertheless, these findings demonstrate that direct mail is the best way of informing residents of the college's programs. Next to brochures and class schedules mailed to the home, newspapers (43%) were the most common means by which the residents learned about the educational programs offered by Napa Valley College. Means by which more than 10 percent of the residents found out about college programs are through friends and relatives (28%), college faculty and staff (12%), and posters or flyers (11%).

TABLE 10

How Have County Residents Learned about the Educational Programs Offered by Napa Valley College?

	Total Sample	18-22	23-30	31-40	41-50	51-60	61+
College class schedules	56%	38%	59%	70%	64%	54%	56%
NVC faculty and staff	12%	13%	10%	16%	16%	4%	12%
NVC current/former students	19%	19%	3%	21%	40%	17%	21%
Brochures mailed to home	72%	56%	66%	79%	68%	79%	85%
Radio	7%	6%	7%	12%	16%	0%	4%
Newspapers	43%	25%	48%	42%	48%	54%	48%
Television	4%	6%	0%	7%	8%	0%	2%
Newsletters	9%	13%	3%	7%	8%	0%	19%
Friends and relatives	28%	50%	34%	28%	36%	17%	25%
People you work with	1[illegible]%	25%	17%	17%	12%	17%	10%
Posters or flyers	11%	6%	7%	12%	20%	8%	10%

Residents in the 18 to 22 age category differed from those 23 years of age and older in that they were much more likely to learn about the college's programs through friends and relatives. On the other hand, Napa County residents above the age of 23 were much more likely than the 18 to 22 year olds to learn about Napa Valley College's educational programs through newspapers.

What percentage of the residents are interested in taking classes at Napa Valley College in the next year? Participants in the survey were asked to indicate whether or not they were interested in taking a course offered by Napa Valley College in the next year. Responses to this question revealed that 30 percent of the residents stated that they would be interested in taking a Napa Valley College class in the next year, and an equal percentage noted that they would not be interested in attending the college in the next year. The remaining 40 percent of the citizens checked "not sure." These findings indicate that seven in ten of the residents may be interested in taking classes at the college in the next year.

Napa County residents in the 31 through 60 year age groups were much more likely than those in the 18 to 29 and the 61 and older age groups to note that they were not sure whether or not they would be interested in attending the college in the near future. Respondents to the survey in the 18-to-22-year-old group were much more likely than those in the other age categories to indicate an interest in attending classes at Napa Valley College in the next year.

TABLE 11

Are You Interested in Taking a Course Offered by Napa Valley College in the Next Year?

	Yes	No	Not Sure
Total Sample	30%	30%	40%
18-22	50%	17%	33%
23-30	38%	31%	31%
31-40	36%	11%	53%
41-50	30%	26%	44%
51-60	19%	39%	42%
61 and Over	22%	47%	31%

What courses would Napa County residents be interested in taking at the college? Participants in the study were asked to identify courses that they would be interested in taking at the college. With few exceptions, the courses listed by the Napa County residents were already being offered by the college. The subject areas most frequently mentioned were business, accounting, use of software for computers, art, photography, and language classes in German and Italian. In many instances--particularly in the areas of business, art, music, and computer studies--individuals expressed interest in taking a particular course, but their

motives for wanting to take that course were quite different. For example, among those individuals who said they were interested in taking a course in photography, nearly half would do so for reasons of personal development and half would take courses in this subject area in order to prepare for or advance in a career.

Most important reason residents might enroll at Napa Valley College. When asked to indicate the most important reason they might enroll in classes at Napa Valley College, 46 percent of the citizens checked "for personal growth and interest." The only other reasons for attending the college cited by more than 10 percent of the participants were "to improve present job-related skills" and "to earn credits for transfer to a four-year college or university."

As illustrated in Table 12, there were substantial differences among individuals in the various age groups in the primary reasons they would have for attending classes at Napa Valley College. For example, the greatest amount of interest in attending college to prepare for transfer was in the 18-to-22-year-old group. Individuals between the ages of 23 and 40 were more likely than those in the other age categories to be interested in attending college to improve their present job skills, and residents 41 years of age and older were most inclined to attend college for personal growth and interest.

TABLE 12

What Is the Most Likely Reason
You Might Enroll at Napa Valley College?

	Total Sample	18-22	23-30	31-40	41-50	51-60	61+
To earn credit for transfer to four-year college/university	13%	50%	8%	19%	12%	0%	4%
To prepare to enter a career	7%	14%	12%	14%	4%	0%	2%
To improve present job-related skills	15%	0%	23%	29%	12%	17%	4%
To move up in current job	4%	14%	0%	3%	4%	13%	0%
To change job or career	7%	7%	8%	12%	4%	13%	0%
For personal growth/interest	46%	7%	46%	19%	56%	58%	71%
To improve basic skills in reading, writing, and/or math	5%	7%	4%	0%	8%	0%	11%
To meet new people	0%	0%	0%	0%	0%	0%	0%
To increase self-confidence	3%	0%	0%	5%	0%	0%	7%

Format of courses preferred by residents. Residents who completed the survey were asked to respond to the following question: "Most courses offered by Napa Valley College run for 18 weeks. If you were to take a course, would you prefer

any of the following formats rather than the standard 18-week semester-length course?" The percentage of residents who expressed a preference for each of the five instructional formats are presented in Table 13.

TABLE 13

Instructional Format Preferred
by Napa County Residents

	Total Sample	18-22	23-30	31-40	41-50	51-60	61+
Prefer traditional 18-week semester-length course	45%	57%	48%	51%	44%	42%	48%
Short courses (less than 10 weeks)	27%	14%	21%	32%	44%	25%	29%
Saturday classes	15%	0%	10%	22%	32%	4%	17%
Concentrated sessions on weekends and one-week at nights	16%	7%	14%	24%	24%	13%	15%
Self-paced, open-entry/open-exit classes where course can be completed at own pace	21%	21%	31%	27%	24%	29%	12%

As shown in Table 13, 45 percent of the residents prefer the traditional 18-week semester-length course. However, a sizable percentage of the respondents noted that they would prefer such alternative formats as short courses (27%) and self-paced open-entry/open-exit courses (21%). In most instances, residents in the 23-to-50-year-old age groups were more interested in alternative instructional formats than those in the 18 to 22 age category.

SUGGESTIONS FOR INCREASING THE NUMBER OF PEOPLE SERVED BY NAPA VALLEY COLLEGE

The findings of this study suggest that there is a sizable number of adult residents in the county that may be interested in attending Napa Valley College but, for a variety of reasons, are not doing so at the present. Lack of time is a major reason many adults do not pursue their educational interests. One third of the participants in the community survey who were former students cited lack of time as the major reason for discontinuing their studies at the college. Increased demands in one's job, shifts in the location of one's workplace, birth of a child, fatigue after work, and scheduling conflicts are among the major time constraints listed.

Several approaches could be taken to make it more convenient for adults to attend classes. One approach is to offer courses in a variety of instructional formats. A significant percentage of the citizens who responded to the survey indicated that instead of the traditional 18-week semester-length course, they would prefer short courses (fewer than 10 weeks); self-paced, open-entry/open-exit classes where the course can be completed at their own pace; concentrated

sessions on the weekends; and Saturday classes. Lack of time to pursue an educational objective means that the individual has ranked other activities as being more important than attending college. Providing residents with more complete information about a course or program on such matters as who should take the class and what they would learn may result in having some individuals reorder their priorities and make the necessary time to pursue their educational interests.

One of the items on the community survey asked the respondents to list educational needs in Napa which they thought the college should be attempting to meet but is not doing so at the present time. Another survey item had residents list classes that they would be interested in taking. In most instances, the programs and courses listed by the Napa County residents were already being offered by the college. One interpretation of this finding is that many residents who receive the college class schedule don't read it. In order to increase the residents' level of familiarity with the college's programs and courses, attractive and informative brochures which describe the college's offerings could be sent to households.

Direct mail to the home and, to a lesser extent, newspapers proved to be the most common means by which Napa County residents learned about the college's programs. The college should consider expanding its direct marketing efforts by sending brochures, newsletters, and flyers which feature a particular programs out to the community. These target mailings could contain such information as the background and qualifications of the instructors, descriptions of the programs or courses, who could benefit from the courses, what they would learn if they completed particular classes, and perhaps testimonials by former students and/or experts in the field about the value of the courses. Articles and advertisements in the newspaper containing this type of information may also be an effective means of informing the public about the college's outstanding offerings.

Providing the public with helpful information about the college's programs and courses (expertise of instructors, who could benefit from offerings, what they will learn, testimonials from former students and experts) may increase the effectiveness of the college in meeting the educational needs of the community in the following respects. Forty percent of the participants in the study noted that they were not sure whether or not they would be interested in taking classes at the college in the next year. Providing residents with descriptive information about the college's programs may make the difference as to whether or not individuals in the "undecided" group decide to enroll. Many of the respondents to the survey indicated that they would be interested in taking a particular course, but their reasons for wanting to take the course are quite diverse. Providing residents with information about the groups for which a course is intended and what will be learned in the course will help these individuals to determine if the course is appropriate to their needs.

Friends, relatives, and associates at work proved to be a common means by which participants in the study learned about the educational programs offered by Napa Valley College, especially those in the 18-to-22-year age group. Increasing the amount of information made available to the public about the college's programs could stimulate discussion about Napa Valley College's programs.

CONCLUSION

The findings of this study clearly demonstrate that Napa Valley College is doing an excellent job in serving the residents of Napa County. In addition to addressing the educational needs of the community, the overwhelming majority of the participants in this study rated the quality of education provided by the college as good or excellent.

Seven in ten of the respondents to the survey indicated that either they or a member of their household had enrolled in a Napa Valley College course or program in the last five years. The vast majority of these individuals noted that they and/or a member of their household were satisfied with their educational experiences at Napa Valley College and that participation in college courses had helped them in their career and personal development. Nearly all of the community members said that they knew someone other than themselves who had taken part in a course or program at Napa Valley College and that these individuals had benefited from their educational experiences.

NAPA VALLEY COLLEGE

FALL 1984 SURVEY OF
NAPA COUNTY RESIDENTS

DIRECTIONS: THE INFORMATION YOU SUPPLY ON THIS QUESTIONNAIRE WILL BE KEPT CONFIDENTIAL. THE DATA YOU SUPPLY WILL BE SUMMARIZED WITH THE RESPONSES OF OTHER INDIVIDUALS, AND WILL BE USED PRIMARILY FOR RESEARCH AND PLANNING PURPOSES. PLEASE COMPLETE THE ENCLOSED QUESTIONNAIRE AS SOON AS POSSIBLE, AND RETURN IT IN THE ENCLOSED POSTAGE-PAID ENVELOPE BY WEDNESDAY, NOVEMBER 21, 1984.

1. IN GENERAL, HOW WELL DO YOU FEEL NAPA VALLEY COLLEGE IS SERVING THE RESIDENTS OF NAPA COUNTY?

____ 1. EXCELLENT JOB
____ 2. GOOD JOB
____ 3. SATISFACTORY JOB
____ 4. SOMEWHAT SATISFACTORY JOB
____ 5. POOR JOB

2. ARE THERE EDUCATIONAL NEEDS IN NAPA COUNTY THAT YOU FEEL NAPA VALLEY COLLEGE SHOULD BE ATTEMPTING TO MEET, BUT IS NOT MEETING AT THE PRESENT TIME? IF SO, PLEASE INDICATE WHAT NEEDS ARE NOT BEING SERVED.

____ 1. YES, _____
(PLEASE SPECIFY)
____ 2. NO

3. HOW WOULD YOU RATE THE QUALITY OF EDUCATION PROVIDED BY NAPA VALLEY COLLEGE?

____ 1. EXCELLENT
____ 2. GOOD
____ 3. FAIR
____ 4. POOR
____ 5. NOT SURE

4. HAVE YOU OR A MEMBER OF YOUR HOUSEHOLD ENROLLED IN A NAPA VALLEY COLLEGE COURSE OR PROGRAM IN THE LAST FIVE YEARS?

____ 1. YES
____ 2. NO

5. HOW SATISFIED WERE YOU OR A MEMBER OF YOUR HOUSEHOLD WITH YOUR EDUCATIONAL EXPERIENCE(S) AT NAPA VALLEY COLLEGE?

____ 1. SATISFIED
____ 2. SOMEWHAT SATISFIED
____ 3. DISSATISFIED
____ 4. NOT APPLICABLE

6. ARE YOU STILL ENROLLED IN CLASSES OFFERED BY NAPA VALLEY COLLEGE?

____ 1. YES ____ 2. NO

IF NO, WHAT WAS THE MAJOR REASON YOU DID NOT CONTINUE ATTENDING?

6. (CONTINUED)

____ 1. GRADUATED
____ 2. TRANSFERRED
____ 3. LOST INTEREST
____ 4. LACK OF TIME
____ 5. LACK OF MONEY
____ 6. ONLY INTERESTED IN SELECTED COURSES
____ 7. ACHIEVED MY EDUCATIONAL OBJECTIVE
____ 8. HAD DIFFICULTY IN COMPLETING THE PROGRAM
____ 9. DISAPPOINTED WITH MY EXPERIENCE AT NAPA VALLEY COLLEGE (FEEL FREE TO EXPLAIN FURTHER)_____

_____

____ 10. OTHER _____

7. PLEASE CHECK THE ITEMS THAT DESCRIBE HOW NAPA VALLEY COLLEGE COURSES OR PROGRAMS HAVE HELPED (A) YOU AND/OR (B) OTHER PERSONS YOU KNOW.

IMPACTS OF NAPA VALLEY COLLEGE	(A) MYSELF	(B) OTHERS
1. INCREASED CHANCES TO QUALIFY FOR NEW JOB	____	____
2. IMPROVED CHANCES FOR SALARY INCREASE	____	____
3. INCREASED CHANCES FOR A JOB PROMOTION	____	____
4. IMPROVED KNOWLEDGE AND SKILLS RELATED TO JOB	____	____
5. INCREASED KNOWLEDGE AND SKILLS	____	____
6. INCREASED SKILLS USED IN RECREATION AND LEISURE ACTIVITIES	____	____
7. INCREASED KNOWLEDGE FOR PERSONAL DEVELOPMENT AND GROWTH	____	____
8. INCREASED APPRECIATION OF CULTURAL ACTIVITIES	____	____
9. HELPED BECOME A BETTER PARENT	____	____
10. STRENGTHENED SKILLS IN GETTING ALONG WITH OTHER PEOPLE	____	____
11. INCREASED UNDERSTANDING OF ONESELF	____	____

8. HOW HAVE YOU LEARNED ABOUT THE EDUCATIONAL COURSES, PROGRAMS, SERVICES, AND FACILITIES OFFERED BY NAPA VALLEY COLLEGE (NVC)? CHECK ALL THAT APPLY.

____ 1. COLLEGE CLASS SCHEDULE
____ 2. NVC FACULTY AND STAFF
____ 3. NVC STUDENTS AND FORMER STUDENTS
____ 4. BROCHURES MAILED TO YOUR HOME
____ 5. RADIO
____ 6. NEWSPAPER
____ 7. TELEVISION
____ 8. NEWSLETTERS
____ 9. FRIENDS & RELATIVES
____10. PEOPLE YOU WORK WITH
____11. POSTERS OR FLYERS
____12. OTHER (PLEASE SPECIFY)

_____

9. ARE YOU INTERESTED IN TAKING A COURSE OFFERED BY NAPA VALLEY COLLEGE IN THE NEXT YEAR?

____ 1. YES
____ 2. NO
____ 3. NOT SURE

10. WHAT, IF ANY, COURSES WOULD YOU BE INTERESTED IN TAKING AT NAPA VALLEY COLLEGE? (PLEASE SPECIFY)

_____

_____

11. WHAT IS THE MOST IMPORTANT REASON YOU MIGHT ENROLL AT NAPA VALLEY COLLEGE? (CHECK ONE ONLY)

____ 1. TO EARN CREDITS FOR TRANSFER TO A 4-YEAR COLLEGE OR UNIVERSITY
____ 2. TO PREPARE TO ENTER A CAREER
____ 3. TO IMPROVE PRESENT JOB-RELATED SKILLS
____ 4. TO MOVE UP IN MY CURRENT JOB
____ 5. TO CHANGE JOB OR CAREER
____ 6. FOR PERSONAL GROWTH AND INTEREST
____ 7. TO IMPROVE BASIC SKILLS IN READING, WRITING, AND/OR MATHEMATICS
____ 8. TO MEET NEW PEOPLE
____ 9. TO INCREASE SELF-CONFIDENCE

12. MOST COURSES OFFERED BY NAPA VALLEY COLLEGE RUN FOR 18 WEEKS. IF YOU WERE TO TAKE A COURSE, WOULD YOU PREFER ANY OF THE FOLLOWING FORMATS RATHER THAN THE STANDARD 18-WEEK SEMESTER COURSE?

____ 1. NO, PREFER TRADITIONAL SEMESTER LENGTH COURSE
____ 2. SHORT COURSES (LESS THAN 10 WEEKS)
____ 3. SATURDAY CLASSES
____ 4. CONCENTRATED SESSIONS ON THE WEEKENDS AND ONE WEEK-NIGHT
____ 5. SELF-PACED OPEN-ENTRY/OPEN-EXIT CLASSES WHERE YOU CAN COMPLETE THE COURSE AT YOUR OWN PACE DURING THE YEAR
____ 6. OTHER (PLEASE SPECIFY) _____

_____

13. THE FOLLOWING INFORMATION IS NEEDED SO THAT THE ANALYSIS OF SURVEY RESULTS CAN SHOW STATISTICAL REPRESENTATIVENESS OF SURVEY RESPONDENTS COMPARED WITH ALL COUNTY RESIDENTS.

PLEASE CHECK YOUR AGE CATEGORY:

____ 1. UNDER 18
____ 2. 18-22
____ 3. 23-30
____ 4. 31-40
____ 5. 41-50
____ 6. 51-60
____ 7. 61 AND OVER

14. WHAT IS YOUR SEX?

____ 1. MALE
____ 2. FEMALE

15. WHAT IS YOUR RACIAL/ETHNIC BACKGROUND?

____ 1. ALASKAN NATIVE/AMERICAN INDIAN
____ 2. ASIAN/PACIFIC ISLANDER
____ 3. BLACK
____ 4. CAUCASIAN
____ 5. HISPANIC/LATIN AMERICAN
____ 6. FILIPINO
____ 7. OTHER
____ 8. NON RESPONDENT

16. WHAT IS YOUR FAMILY ANNUAL INCOME?

____ 1. UNDER $5,000
____ 2. $5,000 - $9,000
____ 3. $10,000 - $19,999
____ 4. $20,000 - $29,999
____ 5. $30,000 - $49,999
____ 6. $50,000 AND UP

THANK YOU FOR YOUR HELP!

ERIC Clearinghouse for Junior Colleges
JUN 21 1985